

V-WEAR 1 '94
PROGRAM REVIEW

	PREVIOUS WEEK (4/6/94)		CURRENT WEEK (4/13/94)		CUMULATIVE (4/13/94)	
MAIL RECEIPTS	4,486	100.00%	5,686	100.00%	51,545	100.00%
DM#1	2,510	55.95%	2,689	47.29%	31,559	61.23%
Magazine	310	6.91%	788	13.86%	3,826	7.42%
FSI	658	14.67%	606	10.66%	9,790	18.99%
Carton Insert	161	3.59%	533	9.37%	905	1.76%
Bounceback	847	18.88%	1,070	18.82%	5,465	10.60%
ORDERS PROCESSED	4,835		5,572		42,277	
% of Mail Receipts Processed	-		-		82.02%	
<i>Estimated Unprocessed Orders</i>	-		-		9,268	
<i>Estimated Unprocessed Item Orders</i>	-		-		21,892	19863
TOTAL ITEMS ORDERED	10,561	100.00%	11,798	100.00%	99,865	100.00%
Low UPC	5,932	56.17%	6,646	56.33%	55,494	55.57%
Mid UPC	2,412	22.84%	2,743	23.25%	24,081	24.11%
High UPC	2,217	20.99%	2,409	20.42%	20,290	20.32%
TOTAL ITEMS PER ORDER	2.18		2.12		2.36	
Low UPC	1.23		1.19		1.31	
Mid UPC	0.50		0.49		0.57	
High UPC	0.46		0.43		0.48	
TOTAL UPKS REDEEMED	812,935	100.00%	898,395	100.00%	7,613,705	100.00%
Low UPC	220,165	27.08%	247,060	27.50%	2,059,445	27.05%
Mid UPC	164,470	20.23%	184,945	20.59%	1,634,565	21.47%
High UPC	428,300	52.69%	466,390	51.91%	3,919,695	51.48%
TOTAL UPKS PER ORDER	168.14		161.23		180.09	
Low UPC	45.54		44.34		48.71	
Mid UPC	34.02		33.19		38.66	
High UPC	88.58		83.70		92.71	
ITEMS	10,561	100.00%	11,798	100.00%	99,865	100.00%
<u>Low (20-40)</u>						
Tattoo Kit	203	1.92%	207✓	1.75%	1,711	1.71%
T-Shirt	787	7.45%	887✓	7.52%	7,519	7.53%
Choker Kit	1,037	9.82%	1,154	9.78%	10,181	10.19%
Lighter	1,908	18.07%	2,111✓	17.89%	18,163	18.19%
Sunglasses	1,997	18.91%	2,287✓	19.38%	17,920	17.94%
<u>Mid (55-80)</u>						
Crepe Scarf	374	3.54%	471✓	3.99%	3,463	3.47%
Mini-Bag Pouch	957	9.06%	1,136	9.63%	10,267	10.28%
Poet's Blouse S/M	507	4.80%	550	4.66%	4,968	4.97%
Poet's Blouse M/L	574	5.44%	586	4.97%	5,383	5.39%
<i>total poet's blouse</i>	1,081	10.24%	1,136	9.63%	10,351	10.36%
<u>High (100-400)</u>						
Long Vest S/M	432	4.09%	471	3.99%	4,098	4.10%
Long Vest M/L	470	4.45%	555	4.70%	4,594	4.60%
Large Suede Pouch Bag	476	4.51%	450✓	3.81%	3,809	3.81%
Wristwatch	505	4.78%	551✓	4.67%	4,573	4.58%
Leather Jacket S	47	0.45%	54	0.46%	433	0.43%
Leather Jacket M	107	1.01%	119	1.01%	1,025	1.03%
Leather Jacket L	180	1.70%	209	1.77%	1,758	1.76%
<i>total long vest</i>	902	8.54%	1,028✓	8.70%	8,692	8.70%
<i>total leather jacket</i>	334	3.16%	382✓	3.24%	3,216	3.22%

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4/18/94-13:03

4/13 *unprocessed* 1,038 21
No sign/DOB/Marital 771 74%

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